

# Campaign Gets Hotter Every Day!

The Advocate's display headquarters, the contest store, and the demonstrations of merchandise and awards have aroused the interest of the whole city. The contest is on a healthy boom—see that you make the most of the increased interest.

Get your friends interested—every vote counts.

## Wide-awake Contestants Are Making Big Gains

Everybody in Washington can vote for their favorites. Men, women, and children have equal privileges. It's a free-for-all contest, in which the hardest workers and best organizers will win.

It's an unusual contest, in that contestants and their supporters are not required to spend an extra penny in furthering their interest. Everything you need is included in the contest, and your standing increases on strictly necessary purchases.



## YOU CAN BE A WINNER!

Here's the Way to Get One of the 350 Awards.

The race gets keener and more interesting every day. Contestants are working harder than ever. YOU must keep on the jump to win. Patronize the merchants and manufacturers whose advertisements appear in The Washington Herald either on this or some other page. Advertisers in the contest have this line in their announcements: "We give votes in The Herald's \$25,000 contest." Retail merchants all over the city are giving votes. Buy from them.

You get one vote with every 5 cents you spend with them. These firms sell everything you need. Watch for new announcements.

Scores of manufacturers are represented. Save the wrappers, labels, or cartons of their goods and turn them in at the Contest Building, 714 Thirteenth Street Northwest. You get one vote for each cent you spend for a manufactured product advertised in the contest. You get the votes on the product whether the merchant you buy from is in the contest or not, but by buying

from a merchant in the contest you get votes both from him and the manufacturer on the same purchase. Read all the advertisements in The Herald to keep in close touch with the contest opportunities.

Bear in mind that contestants have to bear no expense; and because all lines of goods are represented in the contest unnecessary purchases are not required.

It is advisable for contestants to secure copies of the list of advertising merchants and manufacturers from The Advocate and distribute them among their friends with the request that they patronize those establishments and products.

In asking a person to assist him in the competition a contestant is doing that person a favor. For by patronizing the firms in the contest the public is certain to get reliable qualities at moderate prices.

Success will not come by chance. It is, not a "lucky" contest. To win you must plan, work, and step lively. Persistent effort is the secret of success. Above all, be sure you know all the advertisers in the contest.

By all means enter at once. The delay

of a single week or day may result in defeat at the end of the competition. All that is necessary to do to enter the competition is to cut out one of the nomination blanks printed daily in The Herald, fill it in, and forward to The Advocate. Upon the acceptance of the nomination the nominee will be credited with 1,000 votes. A person may nominate himself or have some one else do it for him. If it is inconvenient to send in one of the regulation nomination blanks, then forward the name, address and telephone number, if any, of the nominee, the number of the voting district, and the name of the nominator. Nominations should be addressed to The Advocate, Washington Herald Contest Headquarters, 714 Thirteenth Street Northwest, Washington, D. C.

Only one nomination will be accepted for each nominee. Persons in sending in nominations should be careful that the number of the voting district is given correctly. Entering the contest places the competitor under no obligations. It does not require the expenditure of money, or the possession of unusual gifts.

If you have not already entered the contest, cut the blank out at once, fill it in, and send it to The Advocate.

Washington's Newest and Most Interesting Establishment

## THE HERALD Contest Store

714 Thirteenth St. Northwest



THE Advocate has transformed the first floor of the new headquarters of The Herald's \$25,000 contest into a live, hustling store, where practically all the products advertised in connection with the contest will be on sale.

The object is not to compete with the merchants of the city, but to insure contestants and their supporters of one place where ALL the manufactured products with which votes are given can be found. It is for the convenience of those who have difficulty in getting these goods at their regular dealers.

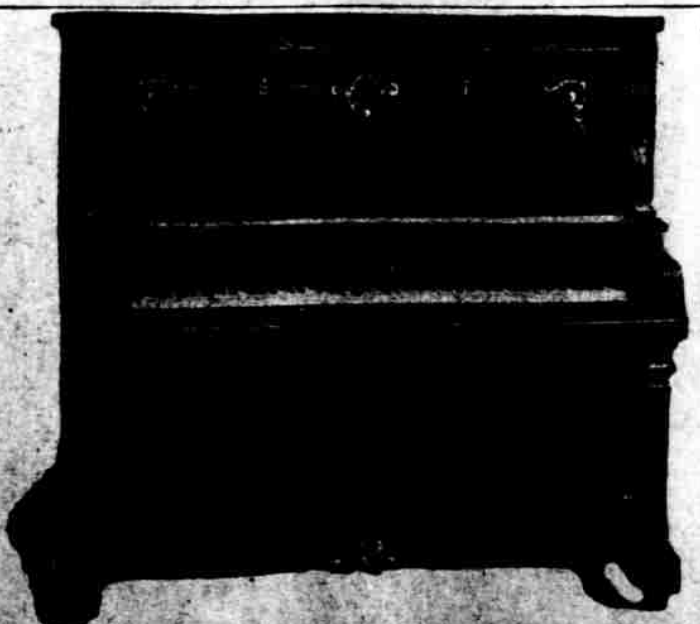
The Advocate will conduct a wholesale as well as a retail business. Merchants are invited to bring or send in their orders. Immediate delivery is assured.

### Nomination Blank.

THE ADVOCATE,  
THE WASHINGTON HERALD:  
Dear Sir—Please enter below as a candidate in The Washington Herald \$25,000 Voting Contest.  
Name ..... Dist. No. ....  
Address ..... Tel. No. ....  
Nominated by .....

Upon acceptance of this nomination, the nominee will be credited with 1,000 votes in the contest as a "starter." Only one nomination accepted for each nominee.

Cut out this blank and mail to The Washington Herald Contest. Note that each entrant will be credited with 1,000 votes as a "starter."



Four \$400 Upright Pianos from Joseph Hall Chase Piano Co., 1307 G St.

Here's Bottled Health and Happiness



**"PERFECT BREW"**

The full, yet delicate, favor appeals to all.

It's a natural tonic of matchless flavor. Save the caps with the letter "W." Good for ten votes in The Herald contest.

MONUMENTAL BREWING COMPANY, Washington, Branch, 7th St. and Rhode Island Ave.



**The Big 5c Can**

Excellent quality.

Labels redeemable at Herald office for 5 votes in \$25,000 contest.

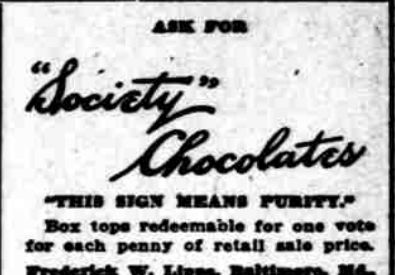


These caps redeemable for 10 votes each in The Herald \$25,000 contest.



**ELK GROVE BUTTER**

Is put up in air-tight, germ-proof cartons. THE BUTTER FOR YOU. GOLDEN & CO., 922-928 L St. Ave.



**"Society" Chocolates**  
"THIS SIGN MEANS PURITY."  
Box tops redeemable for one vote for each penny of retail sale price. Frederick W. Lippe, Baltimore, Md. Makers.

**Special Blend Coffee, 25c lb.**  
Bag Good for 25 Votes.

W. D. Breakfast Coffee, 25c lb.  
Bag Good for 25 Votes.

The Coffee Par Excellence.  
Save the Bags and Get Votes.

**COFFEE**

Armour's Special Butterine, 25c, the highest grade manufactured.

**Washington Dairy Company,**  
940 LOUISIANA AVENUE.  
Phone Main 5908.

We Deliver Goods to All Parts of City. We give Herald \$25,000 contest votes.



**UNIVERSITY CLUB GINGER ALE**

Demand it for purity and taste. Bottle Caps good for 10 votes.

**Marce 5 and 10 MACARONI**

Carton Redeemable at Herald Office. 5c slot, 5 votes; 10c slot, 10 votes.

**E. S. LEADBEATER & SONS**  
ALEXANDRIA, VA.

Established 1792  
1792  
1 Vanilla and Lemon, 10c and 25c Bottles, and 8 Other Flavors of Unexcelled Richness and Delicacy.  
1  
7  
9  
2

Labels redeemable in The Herald Contest. 10 slot, 1 vote; 20 slot, 2 votes; 30 slot, 3 votes; 40 slot, 4 votes; 50 slot, 5 votes.

Carton Redeemable at Herald Office for 25 votes.

**BABEK for Chills & Fever**  
CONTAINS NO QUININE.

**START NOW**

**PRITCHARD'S**  
Baking Soda, Indian Corn Starch.  
Labels Redeemable at Herald Office. 10c slot, 10 votes; 20c slot, 20 votes; 30c slot, 30 votes.

**WHEN YOU BUY White House Brand Macaroni or Spaghetti**

In Packages at Your Store. You Get a Home Product Made in Washington. We give Herald \$25,000 contest votes.

**THIS BAND**  
Insures you an extraordinary smoke for 5c, and you get 5 votes in The Herald Contest.

**THIS BAND**  
Insures you an extraordinary cigar for 10c, and you get 10 votes in The Herald Contest, at The Herald office.



Made in the  
**OFFTERRINGER QUALITY SHOP**  
608 Ninth Street Northwest.  
Sold Everywhere.  
Herald Contest Votes given with all purchases.



Four \$750 Console Baby Grand Pianos from Pury & Foster Piano Co., 1320 G St. N.W.